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CONSUMER TIME

CANNING GET-TOGETHER

NETWORK: NBC

DATE: JULY 6, 1946

ORIGIN: WRC

TIME: 12:15-12:30 PM - EDT

(Produced by the United States Department of Agriculture.  
This script is for reference only and may not be broadcast  
without special permission. The title CONSUMER TIME is  
restricted to network broadcast of the program....presented  
for more than thirteen years...in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE . . . MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER . . . CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company  
and its affiliated independent stations make their facilities  
available for the presentation of CONSUMER TIME by the U. S.  
Department of Agriculture. And here are Mrs. Freyman and Johnny.
5. JOHN: Today we're going to discuss community canning centers.  
Am I right or am I right, Mrs. Freyman?
6. FREYMAN: Right, Johnny! And for the benefit of anyone who isn't quite  
sure what a community canning center is, I think we'd better  
explain. After you, my dear Johnny.
7. JOHN: That's easy . . . I learned all about our community canning center  
just last week. It 's a place where you bring the fresh food.....  
and they supply the canning equipment. You do the easy work. . . .  
they do the heavy work and cleaning up. And I'm all for it.
8. FREYMAN: Well. . . .that's the general idea. At a community canning center  
cooperation really pays dividends . . . because you're able to can  
more food better . . . and in a shorter time.



9. JOHN: That's what I said . . . sort of.
10. FREYMAN: And, Johnny, it's so important for as many families as possible to preserve food this year. We just can't let anything go to waste when people are still starving in some parts of the world.
- . . . And then think of the satisfaction of being sure you personally are going to have as many cans of fruits and vegetables as you want this year.
11. JOHN: Now wait a minute. You don't have to convince me on that . . . you did a pretty fine job a few days ago while I was peacefully chatting with a fellow victory gardener . . . one Tom Sudbury, by name.
12. FREYMAN: Whose wife . . . one Betty Sudbury I just happened to be visiting since she happens to be a friend of mine longer than you've been a Victory Gardener.
13. JOHN: Well, Tom and I thought it was kind of a dirty trick . . . you two women practically eavesdropping on our conversation.
14. FREYMAN: (INDIGNANT) We were merely sitting on the back porch . . . very much involved in our own little world. We never even noticed either of you until you started (FADE) raising your voices.
15. TOM: (Good natured rivalry) Now look here, Johnny, you can't say that about my green peas and get away with it.
16. JOHN: Go on. They're the worst looking green peas you ever saw, Tom, and you know it. And you call yourself a gardener. If you want to see some fine looking green peas . . . just cast your glance over here.

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18. TOM: I'm looking . . . and now I know where they got that expression about two peas in a pod . . . Brother, you're lucky if you find that many in yours.
19. JOHN: (FALSE HEARTINESS) Ha ha ha. That's what I like about you, Sudbury old man . . . always making with the jokes.
20. TOM: (LOWERS VOICE) Say, there's Evelyn Freyman with Betty up on the porch. Let's pretend we don't notice them and put on a good show for their benefit.
21. JOHN: Okay -- (RAISES VOICE A LITTLE) You know, I don't want to be catty but . . . if you really want to see a dejected looking victory garden, just visit Bud White down the street.
22. TOM: (EAGERLY) Pretty bad, huh?
23. JOHN: Hate to say it, but even your plot of ravaged earth is better.
24. TOM: Sounds like his garden's as bad as those crumbly suits he wears.
25. JOHN: Precisely, my dear fellow, precisely. Say, Tom, think you'll do any canning this year?
26. TOM: Mmmm. . . guess so. The wife seems to think we ought to. Though between you and me, pal,,I'd rather work my fingers to the bone over a hot hoe than a hot stove.
27. JOHN: I know what you mean. . . I know what you mean. Generally takes us about six hours to can half a bushel of tomatoes in our kitchen.
28. TOM: Oh brother . . . and on a hot day . . . (FADE) . . . why it takes all the curl out of my hair.
29. BETTY: Do you think we ought to tell them now, Evelyn? Or should we let them suffer?
30. FREYMAN: I think we'd better break the news, Betty. In another five minutes, they'll have convinced each other that canning is not for them.

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1. The first part of the book is devoted to a general introduction to the subject.

2. The second part of the book is devoted to a detailed study of the various aspects of the subject.

3. The third part of the book is devoted to a study of the various aspects of the subject.

4. The fourth part of the book is devoted to a study of the various aspects of the subject.

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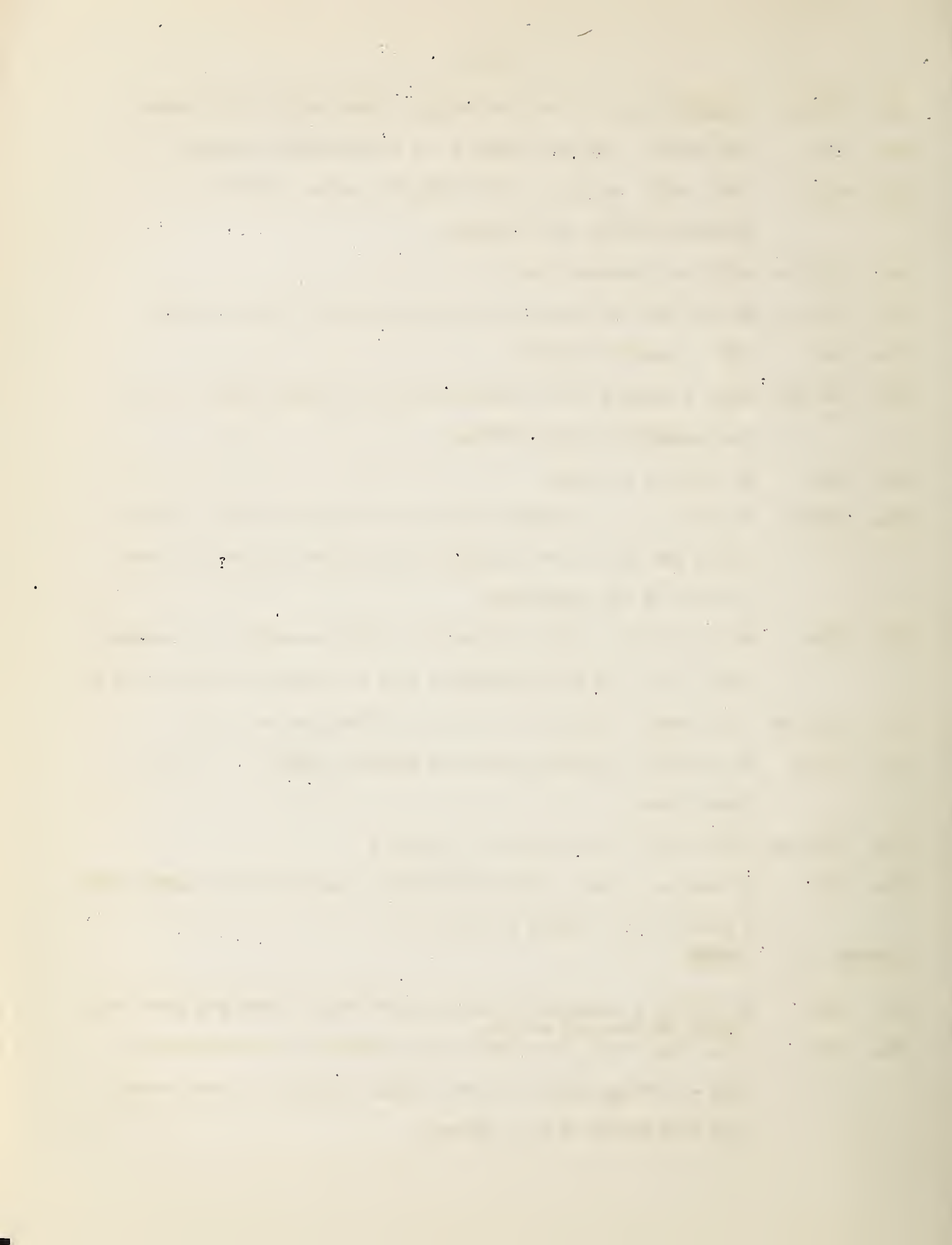
26. The twenty-sixth part of the book is devoted to a study of the various aspects of the subject.

27. The twenty-seventh part of the book is devoted to a study of the various aspects of the subject.

28. The twenty-eighth part of the book is devoted to a study of the various aspects of the subject.



31. BETTY: (CALLS) Tom . . . Tom and Johnny. Come on up on the porch.
32. TOM: (OFF MIKE) Come on, Johnny . . . let's seek the shade.
33. JOHN: (OFF MIKE) Okay . . . (ON MIKE), Hi, Betty. (SLIGHT SURPRISE) Hello, Mrs. Freyman.
34. FREYMAN: Hell, you ambitious men.
35. BETTY: You two will be interested in the reason for Evelyn's visit.
36. TOM: Oh? A special visit?
37. FREYMAN: Well, I dropped by to invite you all to a block party . . . at the community canning center.
38. TOM: Oh boy . . . a party.
- 39., BETTY: Yes dear . . . I thought you'd be interested. We're going to put up our food at the community canning center this year with the rest of our neighbors.
40. JOHN: What's all this about a community canning center? . . . somebody going to can all the community's food . . . or do we have to do it.
41. FREYMAN: No, Johnny. All you have to do is bring your own food.
42. BETTY: We made the appointment for next Thursday night . . . to can green peas.
43. FREYMAN: And we have to bring our own aprons. . .
44. TOM: Heavens . . . and me with my best white apron in the laundry (FADE) I just haven't a thing to wear . . .
- SOUND: PAUSE
45. JOHN: So this is a community canning center? Wish I could put down this bushel of peas and see it.
46. TOM: Well, just watch where you're going with that random harvest, John - my'boy, because I'm not exactly enjoying standing around with this basket of peas either.



47. FREYMAN: (OFF MIKE) Okay boys, bring the baskets here, in the preparation room. You'd better set them over in that corner out of the way. We're a little early for our appointment.
48. SOUND: BACKGROUND VOICES -- NOW AND THEN
49. JOHN: Whew . . . I'm glad to set those down.
50. TOM: Where'd Betty go?
51. FREYMAN: She went to sign in for us . . . and get our number.
52. JOHN: Betty got Tom's number a long time ago.
53. FREYMAN: I mean the number that we'll use for our canned goods. We'll mark it on the sealed cans so they'll never be any chance of a mixup.
54. TOM: What if somebody else gets the same number?
55. FREYMAN: Well, they won't . . . each family holds the same number for life.
56. TOM: Hmmm...reminds me of my wife's Uncle Phineas . . . . he had a number for life, too . . . and . . . well, well, here comes Betty now.
57. BETTY: Everything's all set.
58. FREYMAN: Good . . . then suppose we make a little tour of the canning center.
59. JOHN: A guided tour?
60. FREYMAN: Well, we could get one of the supervisor's to show us around, but they're all busy . . . so I'll pinch hit. - Now, this is the preparation room.
61. BETTY: Nice place . . . long tables, stools . . .
62. JOHN: Enough light so we can see what we're doing. Good ventilation, too.
63. BETTY: And very, very clean.
64. TOM: Those people look as if they're enjoying themselves.

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65. JOHN: Mrs. Freyman, how about briefing us on just how we go about preparing our green peas for canning.
66. FREYMAN: Well, first we have to shell the peas.
67. TOM: (PESSIMISTIC) That'll take hours...
68. FREYMAN: Oh no it won't...because we're going to put them pods and all in a wire basket...and dip them for a few seconds in boiling water...then plunge them quickly into cold water.
69. TOM: Still sounds like a lengthy process to me.
70. FREYMAN: Oh no. Just a hot and cold dip takes only a minute and makes it much easier to shell the peas. And then we wash the peas.
71. TOM: Do we wash them...one by...one? I can feel old age creeping up on me.
72. BETTY: Oh, Tom!
73. FREYMAN: Course not, silly. We put the shelled peas back in the wire basket and just dip them up and down in cold water. Then we can pick out any imperfect ones or pieces of pod.
74. BETTY: Are the green peas ready to go into the cans then?
75. FREYMAN: No, Betty, they have to be scalded first.
76. JOHN: Well, I thought you said we'd done that already.
77. FREYMAN: That was just to make the shelling easier, Johnny. Before we fill the cans, we blanch the shelled peas for a couple of minutes...so the liquid will be clear and we'll get a better pack. Then we fill the cans with peas and boiling water...and add the salt.
78. TOM: Now we're getting some place.
79. FREYMAN: And from now on, the people who run the canning center take over... They see that our cans of green peas are sealed, processed, and cooled correctly.

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80. BETTY: Well...when do we put our number on the cans?
81. FREYMAN: After they're sealed. We'll use a special black wax crayon to write our number...and G.P. on the cans.
82. TOM: G.P....Oh, that's for green peas.
83. BETTY: Clever boy...
84. JOHN: Wouldn't it be funny if some guy was canning peas, peaches, and plums all at the same time. Then if he marked them all with his number and just the initial "P"...he'd never know later which were the peas...or the peaches...or the plums.
85. TOM: Brother...what a sense of humor.
86. BETTY: I pity his poor wife...Imagine opening six cans of peaches until you found one that was peas.
87. FREYMAN: I hate to spoil your malicious joke, children, but I don't think there could ever be a mixup like that.
88. JOHN: Oh...to~~o~~ bad... Why not?
89. FREYMAN: Because most community canning centers...like this one...have special days for canning only one food...like green pea day... or tomato day...or...
90. TOM: Great day...there's a place at one of the tables waiting for us to get started on our canning.
91. BETTY: Come on...let's get busy... Get the peas Tommy.
92. FREYMAN: JOHN: - (AD LIB OFF MIKE) Okay...where's my apron...(ETC).
93. SOUND: PAUSE...THEN AUTOMOBILE MOTOR UP AND UNDER.
94. TOM AND JOHN: (A LA BARBERSHOP) Good night ladies...good night la...dies... we're sorry that we must go.
95. BETTY: Well...I for one feel that was an evening well spent. I<sup>now</sup>/know I won't have to buy any canned peas this winter.
96. TOM: (SOTTO VOCE) I never want to look another green pea in the face again.





97. BETTY: Thomas Sudbury! I heard you. The idea. You ought to be glad...
98. FREYMAN: He's only kidding, Betty. Aren't you. Tom?
99. JOHN: Don't be an old crab, Tom. You know you had a swell time telling those corny stories of yours while we were all working on the peas. And you got a big kick out of the supervisor explaining all that equipment to you in the steam room.
100. TOM: Say, wasn't that something, Johnny? Just like in a regular ~~cann~~ canning plant. Real streamlined operations. But what really got me was when it came to settling up at the end. After the professional treatment they gave our green peas, I really expected them to charge us a tidy sum.
101. FREYMAN: Well, that's the beauty of a community canning center. When everybody uses the same canning equipment...it doesn't cost anybody very much.
102. BETTY: I should say not...only three cents apiece for the cans...and one out of every 10 cans of the green peas goes to the canning center to be distributed to welfare institutions here in the city.
103. JOHN: Which is what I call right reasonable...(FADE) Right reasonable.
104. SOUND: AUTOMOBILE MOTOR UP AND OUT.
105. JOHN: Yes, Mrs. Freyman...we really had a lot of fun that night at the community canning center.
106. FREYMAN: It was fun, Johnny. A nice combination of business and pleasure ...because we got a lot of green peas canned too.
107. JOHN: And it's sure convenient that the canning center is open at night. I saw lots of people there who have jobs during the day...and they'd never get to can their stuff except in the evening.



108. FREYMAN: Most community canning centers keep open as many hours in the week as possible for just that reason. The longer they stay open, the more food people will be able to can.
109. JOHN: Seems to me it would be important too for them to stay open as late in the season as possible...cause many gardeners are planting again during the summer...so vegetables will be coming up late in the fall too.
110. FREYMAN: Mmmm hmmm...that's right, Johnny.
111. JOHN: Is the community canning center we visited typical of other canning centers around the country, Mrs. Freyman?
112. FREYMAN: Yes it is...in general. But there are many schools and institutions that have interesting community canning setups.
113. JOHN: Like for instance?
114. FREYMAN: Well...schools might set up canning centers in their home economics labs...or in their lunchrooms. And for the use of their equipment you pay a percentage of the food you canned. Then they use it for school lunches during the winter time.
115. JOHN: That sounds like a good exchange.
116. FREYMAN: And some county homes have installed canning equipment this year.
117. JOHN: You mean so they can put up the food they raise on the county farms?
118. FREYMAN: Mmmm hmmm. They lend the use of their equipment to people who want to put up food...and the payment is to help can the food the county raised.
119. JOHN: Well say...that sounds like real old American "know how". One's got the equipment...the others are just willing.
120. FREYMAN: So they get together and help each other out.
121. JOHN: Well, I don't see why every community shouldn't have a canning center this year... 'cause I bet there are very few communities that don't have victory gardens.

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*Journal of Management Studies*, 1986, 23(1), 7-10.

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122. FREYMAN: I think that's just what the U. S. Department of Agriculture had in mind when they decided to have a National Home Food Preservation Week...starting July 15.
123. JOHN: Well...that's a whole week away... Aren't we kind of jumping the gun a little?
124. FREYMAN: No indeed, Johnny. The time to can food is when you have it. National Home Food Preservation Week is simply to call extra attention to the need for canning food. And there's a wonderful free book to help out in this very purpose. The title is simply "Community Canning Centers".
125. JOHN: Say...that's quite a book.
126. SOUND: TURNING OF PAGES
127. JOHN: Eighty-five pages. There ought to be everything anybody would ever want to know about a community canning center.
128. FREYMAN: You bet there is. Here...just look at the table of contents... it'll give you an idea of what's inside.
129. JOHN: Hmmm. "Selecting the site and building...floor plans"... Say, Mrs. Freyman, it even gives drawings on how to set up and run the canning equipment.
130. FREYMAN: And the other equipment too...cutting boards...blanching baskets...dishpans...and advice on the size and types of cans.
131. JOHN: And the step by step canning procedure...and look...
132. FREYMAN: Well, Johnny, I think we'd better let Holly Wright tell how to get this free book on community canning centers...while you keep on looking through it.

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133. WRIGHT: Friends, write to CONSUMER TIME, Washington 25, D. C. for a free copy of the U. S. Department of Agriculture's book "Community Canning Centers". If you do not have access to a community canning center now, you'll find this book a practical guide to setting up one. And if you assist in running a community canning center, this book will help you do the job better. Don't forget the address...it's CONSUMER TIME, Washington 25, D. C. Be sure to include your name, address, and the name of the station to which you are listening.
134. JOHN: And what's on the docket for next week's program, Mrs. Freyman?
135. FREYMAN: Oh...a peachy story, Johnny.
136. JOHN: Fine...what's it about?
137. FREYMAN: Why, peaches, Johnny! Plentiful fresh peaches rolling to market in almost record numbers. So we're going to tell the romantic story of where peaches came from...and what to do with them now that it's peach time again.
138. JOHN: So be with us next week, for what could easily get to be my favorite subject...on....
139. SOUND: CASH REGISTER...
140. ANNCR: CONSUMER TIME!
141. SOUND: CASH REGISTER...CLOSE DRAWER.
142. ANNCR: CONSUMER TIME, written by Eleanor Miller, and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

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ANNCR: CONT'D: Darkness means danger! National Safety Council figures show that three out of five fatal accidents occurred at night. So drive slowly and safely if you have to drive by night over this holiday weekend.

This is NBC, the National Broadcasting Company.

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